



UNIVERSITY OF MINNESOTA | EXTENSION

TOURISM CENTER

# A Summary of Hispanic-Latino Travel Interests and Behavior in Minnesota

Authored by Julia Benavides



# Summary of Hispanic-Latino Travel Interests and Behavior in Minnesota

**January 2015**

Authored by Julia Benavides

**Editor:**  
Elyse Paxton

**Report Reviewers:**

Ingrid Schneider, PhD  
Xinyi Qian, PhD  
Dan Erkkila PhD

**Partners/Sponsors:**

Carlson Chair for Travel, Tourism and Hospitality

**The University of Minnesota Tourism Center is a collaboration of University of Minnesota Extension and the College of Food, Agricultural and Natural Resource Sciences.**

© 2014 Regents of the University of Minnesota. All rights reserved. University of Minnesota Extension is an equal opportunity educator and employer. In accordance with the Americans with Disabilities Act, this material is available in alternative formats upon request. Direct requests to 612-624-4947.  
♻️ Printed on recycled and recyclable paper with at least 10 percent postconsumer waste material.



# Table of Contents

<b>1. SUMMARY</b>	<b>1</b>
<b>2. CURRENT DEMAND</b>	<b>1</b>
U.S. Basic Demographics	1
Minnesota Basic Demographics	3
Travel among Hispanics/Latinos	4
<b>3. PROJECTED PARTICIPATION</b>	<b>10</b>
<b>4. REFERENCES</b>	<b>12</b>
<b>5. APPENDIX</b>	<b>13</b>

## SUMMARY

This report provides a brief outline of the existing and potential domestic travel market among Hispanics or Latinos in the United States. Demographic, income, English proficiency information, and basic trip characteristics are presented.

In summary, the Hispanic population makes up 16% of the U.S. population and 4.7% of the Minnesota population. The group has a median age of 27.3 years in the country and 23.5 years in Minnesota. Hispanics have a lower median household income than both the overall U.S. population and the Minnesota population.

Travel is most frequently for leisure purposes, for 2.7 days, in the Southern and Western United States, with paid lodging. Group size, on average, is 2.7 people. The average trip expenditure is similar to that of the typical U.S. traveler. Hispanics accounted for 193.4 million person-trips in the United States in 2010. The population is expected to grow to 66 million by 2020, and the number of person-trips could grow by 48.9%.

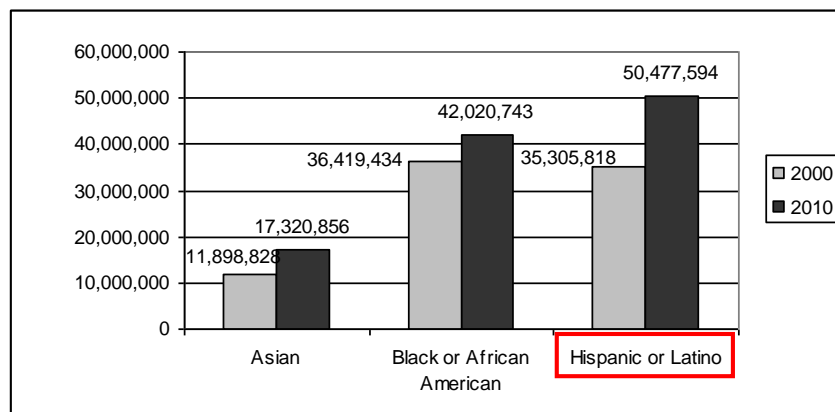
## CURRENT DEMAND

### U.S. Basic Demographics

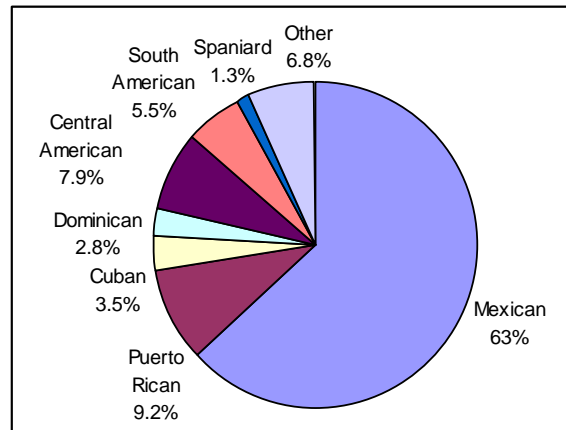
Hispanics are one of the nation's fastest growing populations (Pew Hispanic Center, 2012). Thirty eight million, or 75% of Hispanics, live in eight states with Hispanic populations of one million or more (California, Texas, Florida, New York, Illinois, Arizona, New Jersey, and Colorado). More than half of the Hispanic population in the United States resides in just three states: California, Texas, and Florida (Ennis, Ríos-Vargas & Albert, 2011).

*Population:* According to the 2010 Census, 50,477,594 people (16% of the total U.S. population) were of Hispanic or Latino origin (Figure 1). The Hispanic population increased by 15.2 million between 2000 and 2010, which accounts for more than half of the 27.3 million increase in the total U.S. population during that period. Between 2000 and 2010, the Hispanic population grew by 43%; that is four times the growth of the total U.S. population at 9.7% (Ennis et al., 2011).

*Origin:* About three-quarters of Hispanics reported as Mexican, Puerto Rican, or Cuban origin (Figure 2). No other Hispanic subgroup rivals the size of the Mexican-origin population. Thirty-seven percent of all Hispanics are foreign born (Pew Hispanic Center, 2012).



**Figure 1.** Population of Asian Americans, African Americans and Hispanics in the United States, 2000 and 2010. Race alone or in combination with one or more other races; Hispanic or Latino of any race (Data from U.S. Census Bureau).

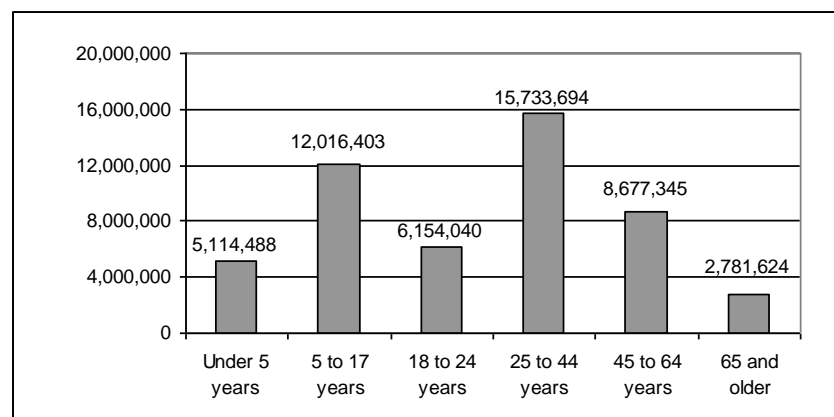


**Figure 2.** Percentage of Hispanics/Latinos in the United States by origin, 2010 (Data from Ennis, Ríos-Vargas & Albert, 2011.)

Among Hispanics with Central American origin (e.g., Costa Rica, Guatemala, Honduras, Nicaragua, Panama, El Salvador), the subgroups with the largest populations have origin in El Salvador (3.3%), Guatemala (2.1%), and Honduras (1.3%), each with more than 500,000 people. Among Hispanics with South American origin e.g., Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela), the subgroups with the largest populations have origin in Colombia (1.8%), Ecuador (1.1%), and Peru (1.1%), each with more than 500,000 people (Ennis et al., 2011).

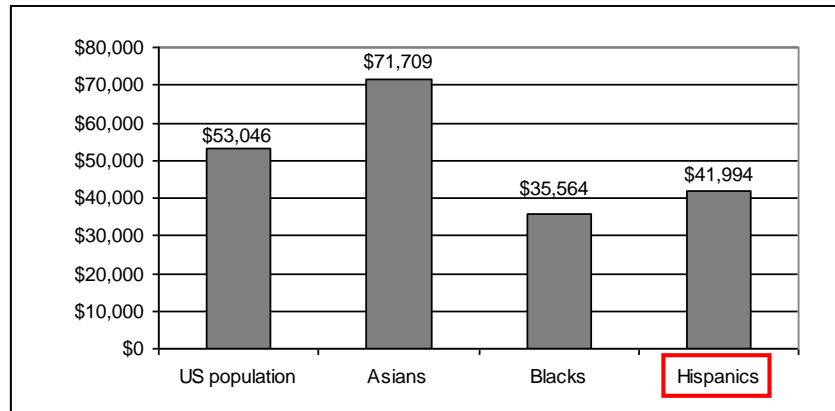
U.S. Hispanic origin subgroups differ from each other in a number of ways. For instance, Hispanics of Mexican origin have the lowest median age of 25 years, while Hispanics of Cuban origin have the highest median age of 40 years. Colombians are the most likely to have a college degree (32%), while Salvadorans are the least likely (7%). Ecuadorians have the highest annual median household income (\$50,000) while Dominicans have the lowest (\$34,000) (Pew Hispanic Center, 2012).

*Age Distribution:* The median age of the Hispanic population was 27.3, lower than the median age of the U.S. population as a whole, which is 37.2 years. (U.S. Census Bureau, 2010 Census; Figure 3).



**Figure 3.** Age distribution of the Hispanic/Latino population in the United States, 2010 (Data from U.S. Census Bureau, 2010 Census.)

*Household Income:* Median household income among Hispanics in 2012 was \$41,994, a lower value than \$53,046, which is the median income for the U.S. population (U.S. Census Bureau, 2008-2012 ACS; Figure 4). Hispanics control \$978 billion, or 9%, of all U.S. buying power (Skriloff, 2011).

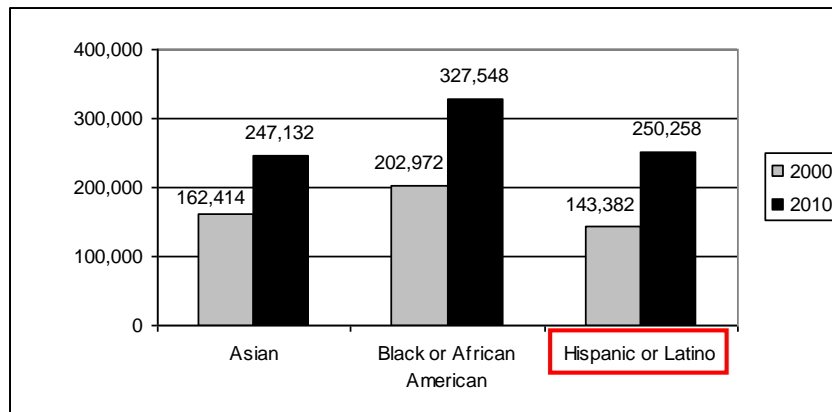


**Figure 4.** Median household income United States, 2012. Single race household (Data from 2008-2012 ACS.)

*English Proficiency:* Nearly two-thirds (65%) of all U.S. Hispanics ages five and older either speak only English at home or speak English very well (Pew Hispanic Center, 2012).

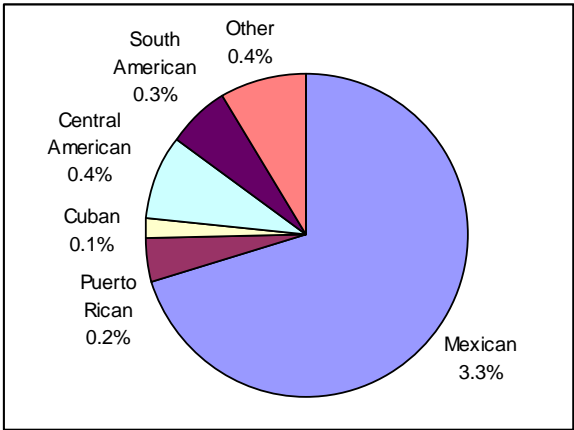
## MINNESOTA BASIC DEMOGRAPHICS

*Population:* In 2010, the Hispanic or Latino population in Minnesota was 250,258, which is 4.7% of the total state population of 5,303,925. (U.S. Census Bureau, 2010 Census; Figure 5). The percent growth of the group from 2000-2010 was 74.5% (Ennis et al., 2011). Hispanic population in the Twin Cities Metro Area was 167,558 (U.S. Census Bureau, 2010 Census), or 3.2% of the total state population.



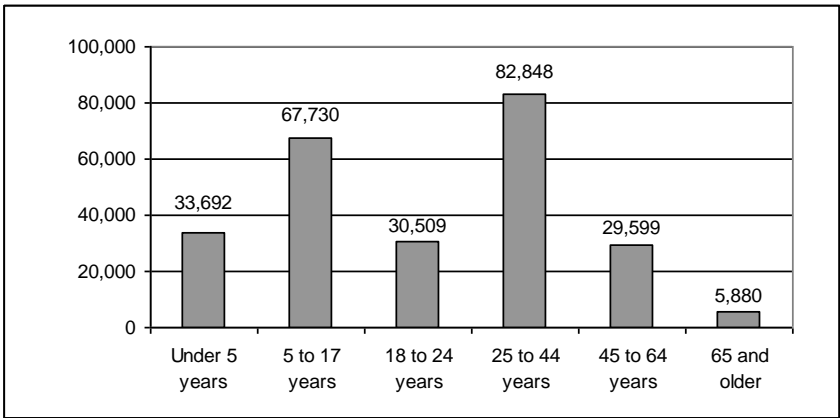
**Figure 5.** Population of Asian Americans, African Americans and Hispanics in Minnesota, 2000 and 2010. Race alone or in combination with one or more other races; Hispanic or Latino of any race (Data from U.S. Census Bureau.)

*Origin:* Figure 6 shows the distribution of the main subgroups of Hispanics or Latinos in Minnesota by type. As in the United States overall, most Hispanics in the state are of Mexican origin.



**Figure 6.** Percentage of Hispanics/Latinos in Minnesota by origin, 2010. Percentages from the 4.7% Hispanic population in the state (Data from U.S. Census Bureau, 2010 Census.)

*Age Distribution:* The median age of the Hispanic population in Minnesota was 23.5 years. The corresponding figure for the state population as a whole was 37.4 years (U.S. Census Bureau, 2010 Census; Figure 7).



**Figure 7.** Age distribution of Hispanic/Latino population in Minnesota, 2010 (Data from U.S. Census Bureau, 2010 Census.)

**TRAVELING AMONG HISPANICS/LATINOS**

Public information about travel among Hispanics in Minnesota is limited. The most recent statewide survey of Minnesota travelers reveals that 2% identified as Hispanic in the state overall, and 4% identified as Hispanic in the Metro area (Davidson-Peterson, 2008). The sample sizes are too small for further analysis, so data from national datasets is used to reveal a variety of trip details and consumer behavior. TNS’ TravelsAmerica survey of U.S. residents taking domestic trips during 2012 presents some basic characteristics of leisure and business trips among Hispanics:



**Trip Purpose:** The primary trip purpose is leisure (80%) vs. business (11%). Visiting friends/relatives is the most common trip purpose (Figure 8), and the main activities reported are family/reunion, entertainment/amusement, art and culture, and nature/outdoor (Figure 9).

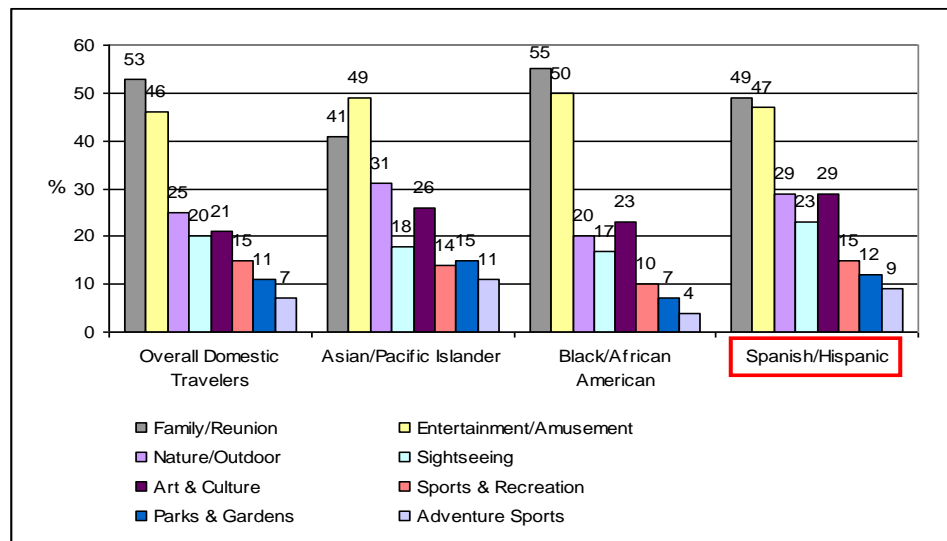
**Duration of Trips:** Thirty-eight percent of the trips are 1-2 nights (Figure 10). The mean duration of the trips is 2.7 days (when day trips are included), or 3.8 days (when day trips are not included). Corresponding means for overall domestic travelers are 2.6 and 3.7 days, when day trips are included and not included.

**Person-trips:** The number of domestic person-trips in 2010 was 193.4 million, which is 10% of all domestic person-trips. (Cook, 2011).

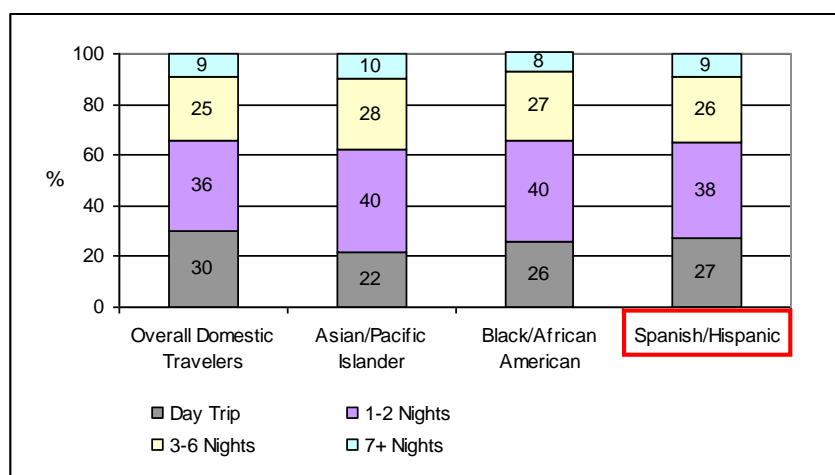
**Season:** Trips happen most frequently in the fall (27%) and summer (26%).



**Figure 8.** Primary trip purpose, 2012 (Data from U.S. Travel Association, 2014.)



**Figure 9.** Activities reported, 2012. Multiple response (Data from U.S. Travel Association, 2014.)



**Figure 10.** Duration of trips, 2012 (Data from Data from U.S. Travel Association, 2014.)

*Travel Party Size:* The mean size of a household travel party (excluding day trips) is 2.2 persons, and 2.7 persons for parties including non-household members. Thirty-three percent of travel parties (including non-household members) are comprised of adults and children. The corresponding figures for overall domestic travelers are 1.9 and 2.6 people for mean party sizes, and 22% for parties composed of adults and children.

According to the 2012 RedMas survey, on average, Hispanics travel with three other people (exceeding the general market average), typically bringing close and/or extended family and also friends (San Jose Consulting, 2012).

*Destination:* Among Hispanics, in-state trips are 55% of destinations, and out-of-state only trips are 42%. The main destinations are the South and West Census Regions (Figure 11), and within them, the South Atlantic Division (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia; 17%), the West South Central Division (Arkansas, Louisiana, Oklahoma, and Texas; 17%), and the Pacific Division (California, Oregon, and Washington; 21%) (U.S. Travel Association, 2014).

According to Cook (2011), Hispanics' hotel trips tend to be concentrated in California (28%), Texas (16%), and Florida (9%), three states with the largest Hispanic populations in the country. New York, New Jersey, and Arizona fall within the second tier of destinations, accounting for 3.0-6.9% of Hispanics' domestic hotel trips. Less than 1% of Hispanic travelers report Minnesota as destination.

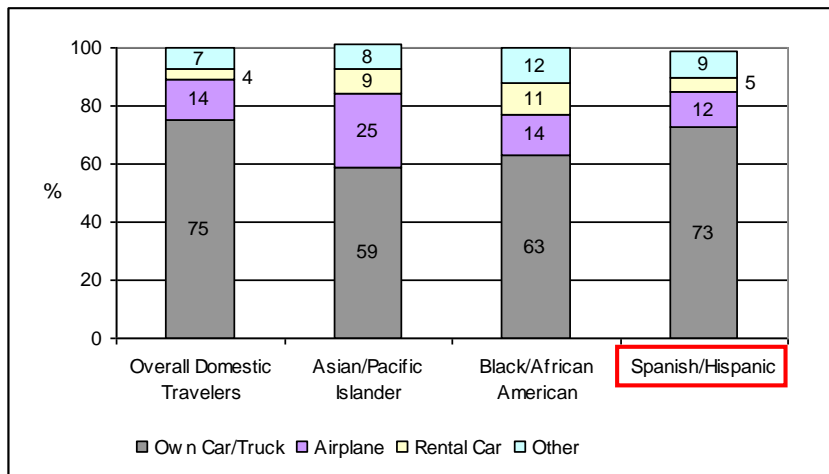
Orlando, Miami, New York, Las Vegas, Fort Lauderdale, Los Angeles, and San Antonio were among the top 10 destinations of Hispanic travelers, according to 2012 booking data from Hotels.com (HispanicBusiness.com, 2013, Jan. 17). According to the 2012 RedMas survey, at least 57% of Hispanics travel at least once a year (San Jose Consulting, 2012).



**Figure 11.** Destination by census regions, 2012 (Data from U.S. Travel Association, 2014.)

*Traveling Abroad:* Forty-three percent of Hispanics go back to their home country at least once a year (Adams, Baskerville, Lee, Spruiell, & Wolf, 2006).

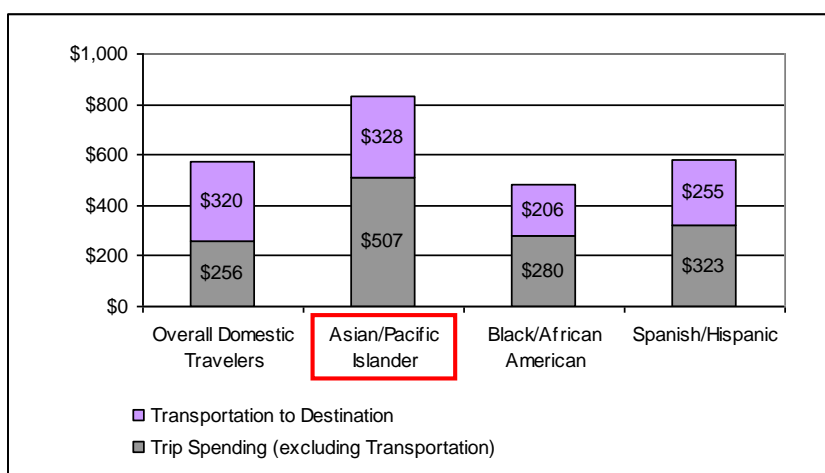
*Modes of Transportation:* The primary modes of transportation are own car/truck and airplane (Figure 12).



**Figure 12.** Primary mode of transportation, 2012 (Data from U.S. Travel Association, 2014..)

*Lodging:* Lodging used for overnight stay is mostly hotel/motel (50%). The proportion for private home lodging (unpaid accommodations) is 44%, and for bed & breakfasts it is 4%. The corresponding percentages for overall domestic travelers are 49%, 42%, and 1%, respectively.

*Trip Spending:* Average total trip spending is \$578 (Figure 13). For total trip spending, 50% of the trips are in the range of \$1-249, and 33% are in the range of \$250-999 (U.S. Travel Association, 2014). It has been estimated that Hispanics spent \$70.9 billion on domestic travel in 2010 (Cook, 2011).



**Figure 13.** Average trip spending, 2012 (Data from U.S. Travel Association, 2014).

*Planning and Booking:* For planning trips, offline sources are reported as the most frequently used (50%; mostly own experience and friends/relatives), compared to online sources (21%). For booking, online sources are used more often (26%) than offline sources (18%).

## OUTDOOR RECREATION

*United States:* A study by Adams et al. (2006) described some leisure time and outdoor activities' characteristics among Hispanics. Leisure time in the American Hispanic population has increased, but compared to other ethnicities, the Hispanic segment ranks amongst the lowest in total leisure time available. In 1990, Hispanics had 2.9 hours of daily leisure time available compared to 3.9 hours in 2003.

A lack of leisure time is the greatest constraint of participation by Hispanics in outdoor activities, more so than even a lack of interest or financial constraints. A strong commitment to family and friends drives leisure activity decision making. The most active groups of Hispanics are males ages 18-34 with a higher education level. Income level does not drastically impact participation and is not a factor in outdoor activity interest.

*Minnesota:* The *2004 Outdoor Recreation Participation Survey of Minnesotans*, prepared by the Minnesota Department of Natural Resources, does not present specific information about Hispanics; the report only presents data broken down into two categories: non-white and/or Hispanic, and white, non-Hispanic.

The Minnesota data of the *2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*, prepared by the U.S. Fish & Wildlife Service, does not present information about minorities because the sample size of the groups was too small (less than 10) to report data reliably.

A qualitative focus group study conducted by the Metropolitan Council to identify constraints to regional park visitation among minorities in the Twin Cities area (Salk, 2014) found the top preferred outdoor activities for Hispanics/Latinos are celebrations and parties, picnics and barbecues, and spending time with family; the most prominent constraints to regional park system visitation are lack of awareness, lack of time, and cost.

*California:* Chavez and Olson (2009) report results from day-use visitor contact surveys conducted on four urban national forests in Southern California between 2001 and 2004, with a focus on areas where Latinos recreate.

The most common activities respondents engaged in while at the national forests were picnicking and barbecuing. Most respondents reported they were recreating in a family group, and most were on repeat visits to the areas.

*Chicago, Illinois:* A study by Cronan, Shinew, and Stodolska (2008) sought to understand Latinos' trail visitation patterns through surveys to visitors conducted at the Lincoln Park Trail System in Chicago.

The survey results indicated that the most frequently engaged in activities along the trail included sitting/relaxing/resting as well as talking/socializing, while the most popular physical activity was walking. Respondents also indicated their most important reasons for visiting the trail were being with friends and family, spending time outdoors, and reducing stress. The majority of Latinos visited the trail area on weekends, and the area surrounding the trail served as a cultural stage on which Latinos were able to recreate the plazas and markets of their homelands.

*Oregon:* In preparation for the 2008-2012 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Oregon Parks and Recreation Department contracted Oregon State University to conduct a survey of Hispanic and Asian Americans in Oregon. The goal of the survey was to better understand current outdoor recreation patterns amongst Hispanics and Asians in the state (Lindberg, 2007).

The main activities reported by Hispanics were walking, fishing, and playing soccer. Information about activities, facilities, location, and cost was desired. The preferred information outlets were newspaper, television, internet, and radio. Desired facilities were picnic areas, sports facilities, trails, and campgrounds.

In 2006, the Oregon Parks and Recreation Department and the USDA National Forest Region 6 conducted focus group interviews to determine the perceptions of racial/ethnic minorities in Oregon about what recreation activities, services, facilities, and experiences are appropriate at public lands (Burns, Graefe & Covelli, 2006). Participants expressed their interest in facilities large enough for extended families. They preferred local areas over traveling distances. They also expressed having problems in accessing information about recreation places. Participants explained that children are an important component of the Hispanic/Latino community. They preferred settings that accommodate children. When asked to identify the types of benefits they hope to get from recreating in an outdoor activity, participants mentioned the following: to spend time with family, to get away from it all, and to receive educational experiences. The perceived factors that prevent or decrease their participation in outdoor recreation were distance to recreation areas, cost of transportation, lack of information, signs not written in Spanish, and fear of new places.

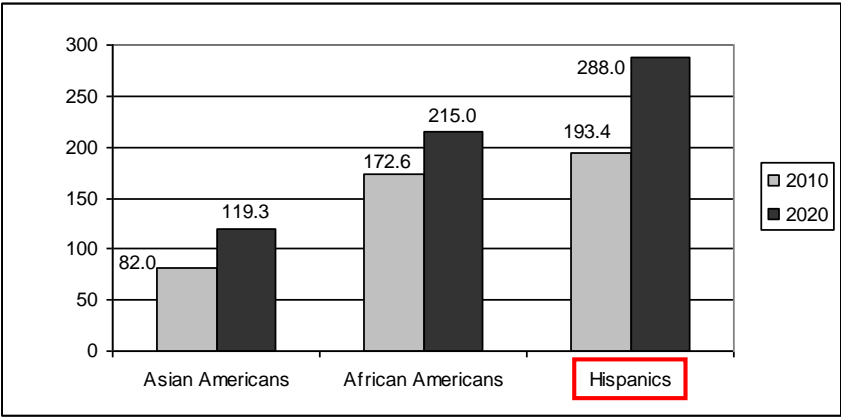
Participants agreed that disseminating information in Spanish would be a good way to reach their community. They identified youth as a resource to communicate to adults. Sending information to households through the school system is a potential method of communication. Participants also identified specific information outlets that would be useful for informing the community, such as Univision (Hispanic channel) and local Spanish newspapers. Utilizing Hispanic/Latino organizations to disseminate information is another potential way to inform the community about recreation opportunities. These organizations can include farm workers associations, local health clinics, community centers, and small businesses.

## PROJECTED PARTICIPATION



The Hispanic population is expected to grow by 34% during the ten years following 2010, and it could reach a total population of more than 66 million by 2020 (Cook, 2011) and 133 million by 2050 (Skriloff, 2011).

The percentage change of person-trips from 2010 to 2020 for the Hispanic group is expected to be 48.9%, which means that, in 2020, there could be 288 million person-trips (Cook, 2011; Figure 14). Purchasing power of Hispanics is forecasted to grow from \$1 trillion in 2010 to \$1.5 trillion in 2015 (NTA, 2013).



**Figure 14.** United States domestic person-trips (in millions) in the United States for Asian Americans, African Americans, and Hispanics in 2010, as well as projections for 2020 (Data from Cook, 2011.)

REFERENCES

Adams, L., Baskerville, K., Lee, D., Spruiell, M., & Wolf, R. (2006). *The Hispanic Community and Outdoor Recreation*. UCLA Anderson School of Management and Outdoor Industry Foundation.

- Burns, R., Graefe, A., & Covelli, L. (2006). *Racial/Ethnic Minority Focus Group Interviews: Oregon SCORP*. Oregon Parks and Recreation Department, USDA Forest Service Region 6.
- Chavez, D. J., & Olson, D. D. (2009). Opinions of Latino Outdoor Recreation Visitors at Four Urban National Forests. *Environmental Practice*, 11(4), 1-7.
- Cook, S. D. (2011). *The Power and Opportunity of the Multicultural Markets*. American Hotel & Lodging Association, Multicultural & Diversity Advisory Council.
- Cronan, M. K., Shinew, K. J., & Stodolska, M. (2008). Trail Use Among Latinos: Recognizing Diverse Uses Among A Specific Population. *Journal of Park and Recreation Administration*, 26(1), 62-86.
- Davidson-Peterson Associates. (2008). *The Profile of Travelers in Minnesota Summer Season (2005/2007)*. Explore Minnesota Tourism, University of Minnesota Tourism Center, Minnesota Arrowhead Association, Minnesota Heartland Tourism Association, Southern Minnesota Tourism Association, and Metro Tourism Committee.
- Ennis, S. R., Ríos-Vargas, M., & Albert, N. G. (2011). *The Hispanic Population: 2010. 2010 Census Briefs*. United States Census Bureau.
- HispanicBusiness.com. (2013, Jan. 17). *Top Travel Destinations for U.S. Hispanics*. Retrieved from [http://www.hispanicbusiness.com/2013/1/17/top\\_travel\\_destinations\\_for\\_us\\_hispanics.htm](http://www.hispanicbusiness.com/2013/1/17/top_travel_destinations_for_us_hispanics.htm)
- Lindberg, K. (2007). *Outdoor Recreation Amongst Oregon's Hispanic and Asian Populations*. Oregon's Statewide Comprehensive Outdoor Recreation Plan (SCORP), Oregon State University.
- NTA, National Tour Association. (2013). *Hispanic Travel Market Reference Guide*. Retrieved from <http://www.ntaonline.com/includes/media/docs/Hispanic-Travel-Market-Reference-Guide-2013-NTA.pdf>
- Pew Hispanic Center. (2012). *The 10 Largest Hispanic Origin Groups: Characteristics, Rankings, Top Counties*. Pew Research Center.
- Salk, R. (2014). *Regional Park Use among Select Communities of Color. A Qualitative Investigation*. Twin Cities Metropolitan Council.
- San Jose Consulting. (2012, July 17). *Hispanic Travel: The Anti-Get Away Experience*. Retrieved from <http://blog.thesanjosegroup.com/hispanic-travel-the-anti-get-away-experience/>
- Skriloff, L. (2011). *Multicultural Travel & Tourism*. Multicultural Marketing Resources, Inc.
- U.S. Census Bureau. (2014). *2010 Census SF1*. Retrieved from <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>.
- U.S. Census Bureau. (2014). *2008-2012 American Community Survey (ACS) 5-year estimates*. Retrieved from <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>.
- U.S. Travel Association. (2014). *Domestic Travel Market Report. 2013 Research Report*.

## APPENDIX

### Notes on Data Collection Methods for References with Primary Data

Davidson-Peterson Associates. (2008). *The Profile of Travelers in Minnesota Summer Season (2005/2007)*.

Onsite intercept interviews among travelers throughout Minnesota, summer seasons (June, July and August) of 2005 and 2007; 1,664 participants.

Peterson, M., & Lambert, S. L. (2003). A Demographic Perspective on U.S. Consumers' Out-of-Town Vacationing and Commercial Lodging Usage while on Vacation. *Journal of Travel Research*.

Telephone interviews conducted from January, 2000, to January, 2002; 47,980 respondents in 49 waves of data collection.

Salk, R. (2014). *Regional Park Use among Select Communities of Color. A Qualitative Investigation*.

Sixteen focus groups from the Twin Cities metropolitan region that included African Americans, African immigrants, Asian Americans, and Hispanics. Sessions held between October, 2013, and January, 2014; 257 participants total.

U.S. Census Bureau. (2014). *2008-2012 American Community Survey (ACS) 5-year estimates*.

Nationwide household survey answered online, by mail, by phone or in person.

U.S. Travel Association. (2014). *Domestic Travel Market Report. 2013 Research Report*.

Travel economic impact statistics and trip volumes are based on the Travel Economic Impact Model. Travel characteristics data are based on TNS' TravelsAmerica survey, which uses a nationally representative sample from the TNS 6th dimension U.S. Panel.